

## Visitor Information Provider of the Year

### Eligibility criteria:

This award acknowledges the important part played by tourist information providers in the delivery of visitor services. The award is open to organisations that are responsible for the dissemination of tourist information and have a physical presence in a location, open to the public from where information can be obtained. Information provision must have some element of face to face contact, but information technology can of course supplement the service.

Eligible service providers and businesses can enter this category regardless of their size, location or resources. There is no need to be open every day of the week or all year round. Businesses must be open at some point between 8<sup>th</sup> January and 9<sup>th</sup> March 2018, so the judges can visit/make a booking. If you are closed for any part of this period, please ensure this is highlighted on your application form.

If you have any questions, please email [VEAwards@visitengland.org](mailto:VEAwards@visitengland.org)

The judging will be based on this entry form, especially evidence to demonstrate commitment to customer service and satisfaction and business success together with your website (viewed on desktop, mobile and tablet), and any other online presence that you might have, including social media. The judges will also look at your online customer reviews/feedback. If entering via a regional awards' programme and you have already received the report from the judges, please attach this with your application.

If there is any other information (not available online) that you would like to include to illustrate points made in your application, for example, regional or national press coverage, please create and upload a single document in Word or PDF format. Please name this document using your organisation name and the wording Supplementary Evidence. If more than one document is sent, it will not be made available to the judges (this does not include your regional judging report). Please ensure each piece of evidence in your Supplementary Evidence document is indexed to the relevant question.

Please try to answer all questions as fully as possible, but within the word limit. At the end of each question you may include web links, if you have them, to support your answer. These can be in addition to the word count.

Apply online, go to [www.visitenglandawards.org](http://www.visitenglandawards.org) > 'apply' > 'your submission' and request a login

Please give details of the person we should contact with regard to this entry. The email given here will be the email address we will use for all future correspondence.

Contact Name:	
Job title / role:	
Business name: (that may be used in future publicity)	
Address:	
Telephone number:	
Mobile:	
Email (for us to contact):	
Website:	
Details of any other websites you would like us to look at regarding your entry, including social media (e.g. Twitter, Facebook, Instagram etc.):	
When is your Centre closed?: <i>(We require this information in case your business is shortlisted for a judging visit)</i>	

**1. Visitor Centre Details**

**A: What are your opening hours?**

**B: What is your location?**  
(i.e. within Town Hall / Library etc.)

**C: How many staff do you employ?**  
(Show full time & part time)

**D: What was your visitor throughput for the last calendar year?**

**2. Please give a brief description of your service**

Describe your operation and the general types of enquiry that you deal with on a regular basis.

**Maximum 150 words.**

Apply online, go to [www.visitenglandawards.org](http://www.visitenglandawards.org) > 'apply' > 'your submission' and request a login

**3. Please list any awards/accolades won in the last two years.**

NB Details of all previous applications to the VisitEngland Awards for this category must be disclosed here.

**4. Your service**

- Tell us what you are good at. Who are your typical customers and what do you provide in terms of visitor information? What are your challenges and how do you overcome these?

**Maximum 250 words.**

**5. Partnerships and commercial initiatives**

- Judges will be interested in looking at evidence of partnerships with other businesses and organisations, particularly those with commercial potential.
- Examples of partnerships could include the management/staff working together with the industry or local authority to make best use of resources and to reduce duplication of effort.
- Give examples of where a collaboration has made a difference i.e. increased ticket sales for an event, increased redemption of special offers or heightened footfall.

**Maximum 250 words.**

**6. Exceeding visitor expectations**

- Judges will be looking for clear evidence of enthusiasm and commitment to customer service.
- What are the areas of expertise of the team and how is the knowledge base expanded to meet the changing needs of your visitors?
- Excellent knowledge of the local and regional area for all visitors is a given.
- All communication channels will be tested for shortlisted entrants, including the website, social media, telephone calls and face to face.
- Give examples of where staff have gone above and beyond to help your visitors. Judges will be particularly interested in how you manage information requests from overseas visitors and encourage them to stay in the area and contribute to the local economy.

**Maximum 250 words.**

Apply online, go to [www.visitenglandawards.org](http://www.visitenglandawards.org) > 'apply' > 'your submission' and request a login

**7. Retail & other services (if applicable)**

- If you sell products, give us the rationale behind the selection and sourcing of your range.
- What have been your most successful lines and why?
- What hasn't sold as well? Tell us why you think this is, and what lessons you have learned from this.

**Maximum 250 words.**

**8. Marketing & promotion**

- How do you make visitors aware of the facilities you offer and encourage local businesses to get involved? Give examples of successful initiatives.

**Maximum 250 words.**

**9. Sustainability and Accessibility**

**A. What is your business doing to manage and improve its environmental, social and economic impacts?**

**For Example**

- Environment - Actions addressing energy, water, waste, wildlife and transport
- Social - Action to engage and support your local community and charities
- Economic - Action to support the local economy and ethical considerations when purchasing

**Maximum 150 words.**

**B. What steps have you taken to welcome people with a range of accessibility requirements?**

**For Example**

- Do you have an Accessibility Guide (formerly an Access Statement) to promote your accessibility?
- Examples of investments to increase physical accessibility
- Relevant training undertaken such as disability awareness

**Maximum 150 words.**

Apply online, go to [www.visitenglandawards.org](http://www.visitenglandawards.org) > 'apply' > 'your submission' and request a login

10. Sum up what makes your service unique and why should you win this award?

Maximum 200 words.

### TERMS & CONDITIONS

By submitting an entry to the VisitEngland Awards for Excellence, you agree to be bound by the following terms and conditions:

- The closing date for receipt of entries is 5pm Friday 5<sup>th</sup> January 2018.
- Employees or representatives/agents of VisitEngland are not eligible for entry into the Awards.
- Businesses can enter more than one category, but separate entry forms and supplementary information must be completed for each. **Please note, overall category winners from the 2017 VisitEngland Awards for Excellence may not apply for the same category in the 2018 Awards. However, finalists (runners-up) may reapply.**
- All applicants must be open for business at some point between 8<sup>th</sup> January and 9<sup>th</sup> March 2018, so the judges can visit. If you are closed for any part of this period, please ensure this is highlighted on your application form.
- **All applicants must be willing to reimburse the judge and his/her partner on departure for the cost of the mystery visit/overnight stay and/or any meals taken (excluding alcoholic drinks), or any admission or ticket cost as appropriate to the category.**
- By entering the Awards, you agree to be part of any publicity undertaken in association with the Awards. If selected as a finalist, you accept and agree that VisitEngland may use or publish any photographs, comments or evidence submitted at any stage in the Awards programme in any media waiving any rights to payment or to inspect and approve a finished product.
- Judges reserve the right to decline an application if it does not meet the eligibility criteria for the category.
- Judges and Judging panels will comprise tourism professionals, appointed for their extensive experience and knowledge of the tourism industry.
- The judges' decisions are final and they cannot enter into discussion about the shortlisting process, choice of finalists or choice of winners.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the Awards, the decision of VisitEngland shall be final and no correspondence or discussion shall be entered into.

Apply online, go to [www.visitenglandawards.org](http://www.visitenglandawards.org) > 'apply' > 'your submission' and request a login